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1944

CONTRACT PRICE LIST

BASE WHOLESALE • VINE SEEDS



LAWRENCE ROBINSON & SONS

MAIN OFFICE
Modesto, California

BRANCHES IN
Colorado and California

Specialist Producers of: CUCUMBER, CANTALOUPE, WATERMELON,
SQUASH, PUMPKIN, CITRON, DILL, ORNAMENTAL GOURDS, CABBAGE, ETC.

ANNOUNCEMENT



All the items we offer are of our own growing, high germination, absolutely true to type, produced with the finest possible planting seed and are California and Colorado grown. Our personnel has had over a quarter of a century's experience in the production of the cucurbits, and we invite comparative trials with stocks from any other source. Samples for trial gladly furnished gratis.

Our California and Colorado warehouses are fully and completely equipped with modern machinery and with all equipment to handle production in a skillful and efficient manner. We use unusual care in germination tests and in further refining our seeds, to eliminate all foreign matter.

We make a great specialty of the reproduction of special strains—no quantity too large or too small. Send us your special stock seeds for reproduction purposes.

Our terms are 60 days, with acceptance, or 1% 30 days, 1½% 10 days to all well rated firms, others draft with B/L less 1½%. Delivery is at our option, F.O.B. Rocky Ford, Colo., or Modesto, Calif., with containers billed at cost.

We shall be governed by a commercial credit agency's report in determining our terms. Any claims against our shipments must be made within two weeks after arrival of our goods; we are never liable to more than invoice price of goods. If the final yield of seeds be under our field estimate, we are under no obligation to fill as estimated. The other terms are as per the usual custom with seed growers.

We therefore respectfully ask you to give due consideration to this list and favor us with a fair share of your orders.

Yours respectfully,

LAWRENCE ROBINSON & SONS

Modesto California

OUR POLICY

We are continuing our strict policy of quoting the larger users of our seeds, only. We question if any vegetable seed grower in the U. S. A. is more firm with this policy than ourselves. It is never our intention to quote trade that will in any way conflict with that of our customers'.

IMPORTANT — The prices given contemplate quantities of 100 pounds or more of each variety.

Amount Lbs.	CUCUMBER	Per Lb.
.....	Davis Perfect92
.....	Improved Long Green	
.....	Japanese Climbing	
.....	Clark's Special	
.....	Early Fortune82
.....	Arlington White Spine	
.....	Black Diamond Long Strain	
.....	Black Diamond (standard)	
.....	Boston Pickle	
.....	Chicago Pickle	
.....	Cool and Crisp	
.....	Earliest of All	
.....	Early Cluster	
.....	Improved White Spine	
.....	Klondike White Spine	\$1.00
.....	Monarch or Heinz Pickle	
.....	National Pickle (Improved)	
.....	Snow's Perfection Pickle	
.....	Taxpayer	
.....	West India Gherkin	
.....	Apple Shape (Lemon)	
.....	Colorado	
.....	Vaughn or Longfellow	
.....	A & C	
.....	Straight 8	
.....	White Wonder	
	DILL	
.....	Long Island Mammoth50
	CANTELOUPE	
.....	Banana90
.....	Bender's Surprise	
.....	Early Bender (Hard Shell) (Schoons)	
	(Continued Next Page)	

WHOLESALE ONLY — NO INTERFERING SALES PROGRAM

Amount Lbs.	CANTELOUPE (Continued)	Per Lb.
.....	Fordhook (Large)	
.....	Golden Delicious	
.....	Hales Best (H. B.) (Jumbo)	
.....	Hales Best No. 936	
.....	Hales Best No. 36	
.....	Hackensack Large	
.....	Hearts of Gold (Morrell)	
.....	Honey Rock (Gold Medal Strain)	
.....	Milwaukee Market	
.....	Osage or Miller's Cream	
.....	Perfecto Improved	
.....	Pride of Wisconsin	
.....	Pollack No. 10-25	
.....	Queen of Colorado	
.....	Rocky Ford Gold Lined	
.....	Rocky Ford Green Flesh	
.....	Tip Top	
.....	Honey Dew—Golden Rind90
.....	Honey Dew—Green Flesh	
.....	Honey Ball	
.....	Cranshaw	
.....	Triumph Jumbo Hales Best	
.....	Golden Beauty Casaba (winter)	
.....	Golden Hybrid	
.....	Large Persian	
.....	Baby Persian	
	Mildew Resistant Strains	
.....	Imperial No. 45	
.....	Imperial No. 5	
.....	Golden Gopher wilt resistant	
.....	Uni. Calif. Baby Persian	

	WATERMELON	
.....	Cole's Early47
.....	Florida Favorite	
.....	Georgia Rattlesnake	
.....	Golden Honey	
.....	Halbert Honey	
.....	Improved Kleckley Sweet	
.....	Kleckley's Sweet	
.....	Ice Cream or Peerless	
.....	Stone Mountain	
.....	Sweetheart	
	(Continued Next Page)	

Amount Lbs.	WATERMELON (Continued)	Per Lb.
.....	Tom Watson (Cut Red)47
.....	Early Kansas, or Russian	
.....	Wondermelon	
.....	Angelino Black Seeded	
.....	Chilian Black Seeded	
.....	Irish Grey75
.....	Klondike Brown Seed	
.....	Klondike Block Seed No. 3	
.....	Klondike Striped No. 11	
.....	King and Queen Winter	
.....	Early Canada55
.....	Northern Sweet	
.....	Dixie Queen75
.....	Florida Giant	
	Wilt Resistant Strains	
.....	Klondike No. 775
.....	Striped Klondike Blue Ribbon	
.....	Kleckley Sweet No. 650
.....	Hawksbury	
	CITRON	
.....	Green Seed50
.....	Red Seed	
	SQUASH	
.....	Banana (pink)75
.....	Banana (blue)	
.....	Golden Delicious	\$1.00
.....	Blue Hubbard	
.....	Chicago Warted Hubbard	
.....	Golden Hubbard	
.....	Hubbard, Improved	
.....	Buttercup68
.....	Boston Marrow	
.....	Giant Crookneck	
.....	Giant Straight-neck	
.....	Green Cocoselle (Bush)	
.....	Golden Table Queen68
.....	Table Queen (Acorn)	
.....	Mammoth Table Queen68
.....	Vegetable Marrow Green (Bush) ..	
.....	Vegetable Marrow White (Bush) ..	
	(Continued Next Page)	

Amount Lbs.	SQUASH (Continued)	Per Lb.
.....	Vegetable Marrow Green (Vine).....	.68
.....	Vegetable Marrow White (Vine).....	
.....	Zucchini (Grey)	
.....	Zucchini (Black)	
.....	Early Prolific Straightneck	
.....	Early Summer Crookneck (Golden).....	
.....	Benning's Green Tint Scallop	
.....	Mammoth White Bush Scallop	
.....	Early White Bush Scallop	
.....	Early Golden Bush Scallop	
	PUMPKIN	
.....	Cushaw (Striped)68
.....	Cushaw (White)	
.....	Golden Cushaw	
.....	Japanese Pie	
.....	Tennessee Sweet Potato48
.....	Connecticut Field	
.....	Kentucky Field	
.....	Large Cheese old fashioned strain.....	.68
.....	Small Sugar or Pie	
.....	Winter Luxury (orange)	
.....	Dickinson	
.....	King of the Mammoth or Potiron ..	\$1.00
	GOURDS	
.....	Large Mixed90
.....	Small Ornamental	

CABBAGE

We have under careful production the more important varieties of cabbage, the bulk of which are now in the "heading" stage and in excellent condition. We believe it wise, however, in fairness to early bookings, to not accept further contracts for cabbage seed until the crop has progressed to a point where we can better estimate yields. If, at a later date, it appears that surpluses may develop, we shall be pleased to book your requirements.

SPECIALTIES

Cucumber
Muskmelon
Watermelon
Squash
Pumpkin, etc.

Lawrence Robinson & Sons
INCORPORATED
GROWERS OF
CALIFORNIA & COLORADO SEEDS

Modesto, California
January 21, 1944

Cable Address
"Robandsons"
All Codes

Rocky Ford, Colo.
JOHN A. ROBINSON
Manager

--1944 CONTRACT PRICES--

Lawrence Robinson & Sons, Inc. give no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds sold by them and they will not be in any way responsible for the crop.

We take pleasure in handing you, herewith, our 1944 contract prices on seeds, such as we actually produce. It is needless to say that the pricing of a commodity for shipment, and for production many, many months away is at best, a perplexing problem, and I am positive that you can appreciate in these kind of times it is more puzzling than ever.

Inasmuch as we deal only with ranchers in Colorado, California, Oregon, etc., we have an excellent idea of their psychology in determining fair prices to them, which after all is of the utmost importance. We have already signed up a considerable acreage. We have a very large acreage promised, so in one way and another we are rather sure that without too much difficulty we can secure an ample acreage to protect any and all orders.

These prices represent an increase over those of last year, but will you please bear in mind that for three years now, we have been booking business in January and February for delivery ten and eleven months distant, and frankly, we have been caught with the increased costs of doing business and the many other additions to a firm's overhead, and in some cases we have done a considerable volume of business at an actual loss simply because no one could foretell what values and costs, labor, etc., would be so far ahead.

It is needless to say that we want your usual good order. We will make an honest, sincere effort to fill each and every item in full. As a matter of fact, we are more optimistic about the filling of orders in full this year especially on cucumber and cantaloupe than for many, many years. We are, therefore, going to recommend strongly that you give the placing of your contract order your first attention. At present, as above, we expect and hope for ample acreage, but it is barely possible that conditions will change to the point where we will have to discontinue booking business; hence, the early placing of orders was never more important. We, then would ask you to let us hear from you at your earliest convenience.

Yours respectfully,

LAWRENCE ROBINSON & SONS

LRR:cd

LOWE'S
INCORPORATED
GROWERS OF
CALIFORNIA & COLORADO SEEDS

Cum gratia
Washington
Washington
Spokane
Portland, etc.

Modesto, California
January 21, 1944

--1944 CONTRACT PRICES--

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Inasmuch as we deal only with ranchers in Colorado, California, Oregon, etc., we have an excellent idea of their pay-off in determining fair prices to them, which after all is of almost importance. We have already aligned up a considerable acreage. We have a very large acreage promised, so in one and another we are rather sure that without too much difficulty we can secure an ample acreage to protect any and all orders.

These prices represent an increase over those of last year but will you please bear in mind that for three years now, we have been booking business in January and February for delivery and eleven months distant, and frankly, we have been caught in the increased cost of doing business and the many other added to a firm's overhead, and in some cases we have done a considerable volume of business at an actual loss simply because we could not tell what value and costs, labor, etc., would be for ahead.

It is needless to say that we want your usual good order will make an honest, sincere effort to fill each and every lot full. As a matter of fact, we are more optimistic about the line of orders in full this year especially on cucumber and as I hope that for many, many years. We are, therefore, going to demand strongly that you give the pricing of your contract your first attention. At present, as above, we expect and for ample acreage, but it is hardly possible that conditions change to the point where we will have to discontinue booking inasmuch as the early pricing of orders was never more than

ROBIN-SEEDS *Pedigreed*



A Corner of our California Breeding Grounds Where the ROBIN-SEEDS
Research Staff Purifies, Improves and Observes

- **WHOLESALE ONLY**
No Interfering Sales Program
- **SPECIALIST PRODUCERS**
Concentrating on Just a Few Items
- **QUALITY LEADERSHIP**
An Active and Fast Growing Research Dept.
- **COMPETITIVE PRICES**
Pedigreed Seeds at "Business Figures"

LAWRENCE ROBINSON & SONS

MAIN OFFICE
Modesto, California

BRANCHES IN
Colorado and California



Cucumber, Cantaloupe, Watermelon,
Squash, Pumpkin, Citron, Dill,
Ornamental Gourds, Cabbage, Etc.

SEED CONTRACT

»»««

WE HEREBY agree to undertake to grow the within named quantities and varieties of Seed

for

FIRM NAME

of

ADDRESS

under conditions and prices annexed and will deliver same on board cars our option, **Rocky Ford, Colo., or Modesto, Calif.**, as early in the season as seed can be well cured and put in merchantable condition. Seed to be true to name, of good sample, purity and vitality.

TERMS—To well rated firms 60 days acceptance, 1% 30 days, 1½% 10 days, containers extra.

It is mutually agreed that in case of a shortage of any of the within named quantities that a full pro rata division shall be considered a satisfactory delivery on the order.

LAWRENCE ROBINSON & SONS, Inc. give no warranty expressed or implied as to the productiveness of any seeds they sell and will not be in any way responsible for the crops. Their liability in all instances is limited to the purchase price of the seed.

LAWRENCE ROBINSON & SONS

VEGETABLE SEED PRODUCERS

PER.....

Modesto, Calif.,, 1944

.....

I HEREBY AGREE to accept the within named Seeds and pay for same upon terms and conditions above specified.

.....
FIRM NAME

By